FOR HEALTH: *The Lettuce Bowl*

Because of its nutrient and health stimulating qualities, the lettuce bowl has become as familiar and as indispensable on the American table as the sugar bowl.

California is by far the major source of iceberg head lettuce, which moves from the Golden State in quantity all the year around. Over half the supply of the United States comes from the fertile valleys of the Salinas and the Pajaro rivers, thus making the Salinas–Watsonville District the lettuce capital of the nation. Here, from April to December, are to be seen vast acreages of lettuce growing on raised rows like ribbons of green and gold, fading into the horizon.

Every head of lettuce from this area is a gift from sun and sea. Observers characterize the expansive fields as fog-kissed as well as sun-fostered. Mists from the nearby Pacific Ocean drift in as the afternoon wanes and in the morning the health-giving rays of the sun start to work to develop the distinctive food and health qualities of the lettuce, notably vitamins and mineral salts. All told, it is a unique combination of soil and sun and fog, primarily due to the versatility of Dame Nature herself.

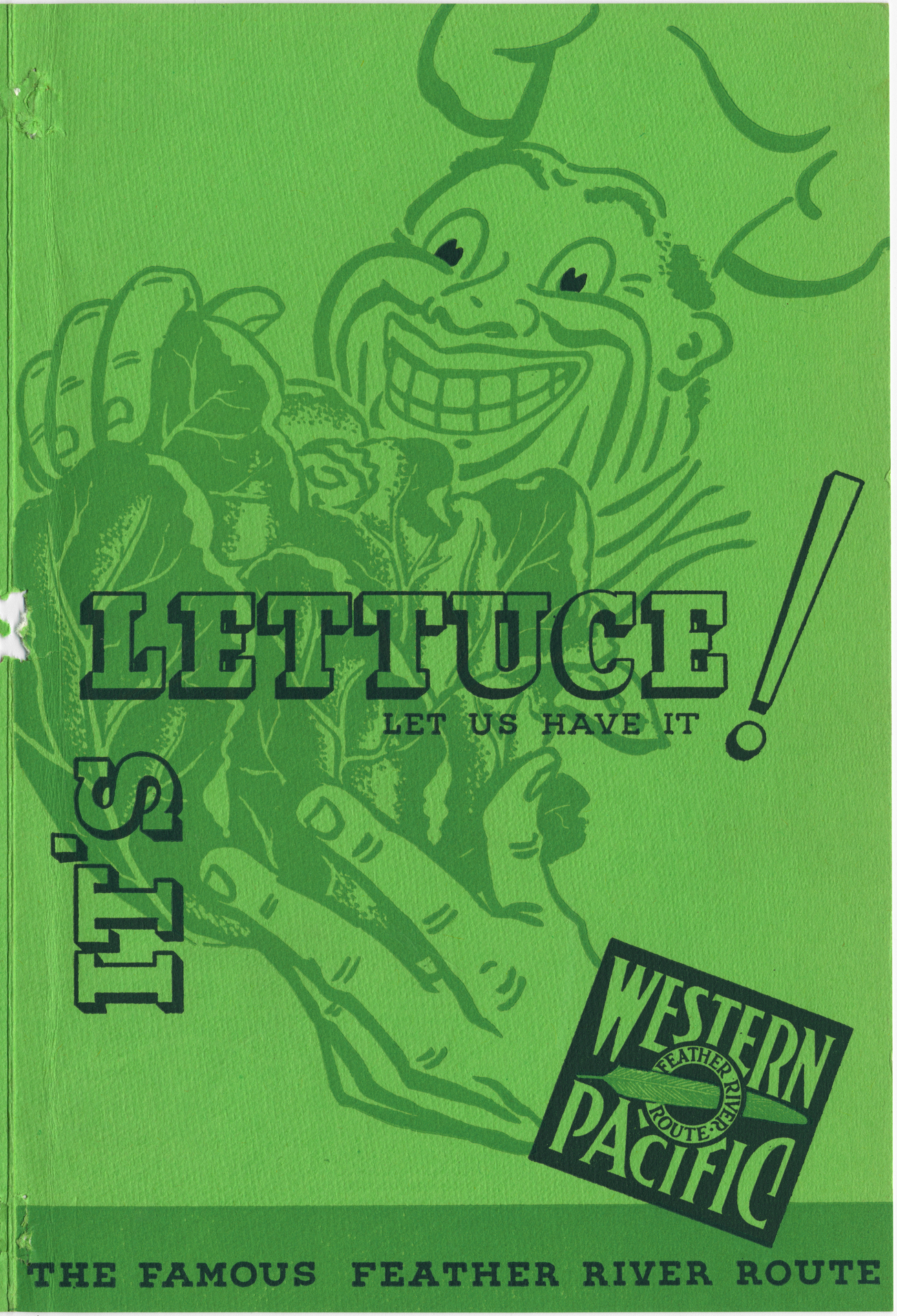
Thus there is created, aided by skillfully handled operations of irrigation, thinning, cultivation, selection and other processes, a head lettuce that is easily identified by its firm, crisp appearance, well-formed, well-trimmed, tender and of sweet flavor, free from bitter tang and with leaves that crackle when "tossed" in the salad bowl. The generic name, "iceberg," is derived from the generous use of ice between layers of heads in crates which are transported to markets and through them to housewives and hotel and cafe chefs, in modern, fast-moving refrigerator cars so that the lettuce reaches the consumer field-fresh.

Historically speaking, lettuce truthfully avers an ancient lineage, dating at least to biblical times. Augustus of Rome and Catherine of Russia appear in the record as testifying to its virtues, and it was Galen, renowned physician of Asia Minor, who himself ate lettuce to combat sleeplessness in his old age. Modern authorities paraphrase this by saying that half a head of lettuce at the evening repast will insure a restful night. Although lettuce is of European origin, iceberg head lettuce is an adaptation evolved in America and to the progressive growers of California is due the credit for developing it to its pre-eminence as a delicious staple food and as an element often prescribed for diets.

Due to its health and appetizing values and its soothing effect on tired nerves, lettuce has been making great gains in recent years as a daily food necessity. It is classed as a protective food because it promotes the assimilation of other foods.

Lettuce has a rich content of the essential vitamins and of mineral salts, including calcium, phosphorus, iron and iodine, and so can be relied upon to promote vigorous, happy living, with briskness in action and peace of mind. The alkaline ash of lettuce neutralizes acid conditions and while it has the additional virtues of bulk and cellulose content, it is, withal, one of Nature's finest slenderizing foods.

The lettuce bowl today is making history. It is the smartest thing in salads. No tedious preparation and no cooking are required and hence there is no likelihood of its vitamins or its mineral salts being impaired or dissolved by heat. It is marvelously easy to serve. Many and wholesome are the variations in the way of recipes for making the lettuce bowl. For perfection, use iceberg lettuce grown in California.



MENU

Relishes

Chilled Tomato Juice (Yellow or Red) . . . 15; Double portion . . . 25
Fruit Cocktail . . . . . 40 Chilled Celery 30
Sliced Tomatoes . . . . . 30 Ripe or Green Olives 25
Avocado Cocktail . . . . . 40 Sweet or Sour Gherkins . . . 20
Spring Onions and Radishes . . 25 Sliced Cucumbers 25
Chili Sauce 10

Soup

Fresh Vegetable (Tureen) . . . . . 35; (Cup) 25
Clam Chowder (Tureen) . . . 30 Consomme (Hot or Chilled) Cup 20
Chicken Broth with Rice (Tureen) . . . 30; (Cup) 20

Fish

Fresh Fish Available, Fried or Grilled 70
Grilled Deep Sea Fish, Maitre d'Hotel 70
Shrimp a la Newburg . . . . 65 Fried Eastern Oysters (Six) . . 75
Oysters Stewed in Milk (6) . . 50 Pepper Pan Roast 75

Entrees

Western Pacific Special Sirloin Steak (Charcoal Broiled) 1.50
Grilled Lamb Chops on Toast (2) 85 Ham or Bacon, Broiled or Fried 70
Fried Spring Chicken a la Maryland 1.00
Roast Leg of Lamb with Jelly . 90 Marmalade or Jelly Omelet . . 60
Ham or Bacon and Eggs . . . 75 Spanish Omelet 70
Eggs Any Style Served on Request

Vegetables

Potatoes: Cottage Fried . . 25; French Fried . . 25; Mashed . . 20
Fresh Green Peas . . . . . 25 String Beans 25
Fresh Green Asparagus . . . 25 Stewed Tomatoes 25

Salads

Lobster, Crab Meat, or Shrimp Salad 65
Fruit Salad . . . . . 40 Potato 25
Chicken Salad . . . . . 75 Mixed Vegetable Salad . . . 25
Lettuce and Tomato 40
Avocado (French Dressing)—Half . . . . . 20; Whole 30
Head Lettuce . . . . . 35; Half portion 20
Thousand Island or Roquefort Dressing . 20 Mayonnaise Dressing . 15

Bread

French Bread 15
Hot Dinner Rolls . . . . . 15 Ry-Krisp 15

Toast

Assorted Breads . . . . . 15 Dry or Buttered Toast 15
Milk Toast . . . . . 35 Cream Toast 45

Desserts

Vanilla Ice Cream . . . . . 25 Tapioca Custard Pudding . . . 25
Preserved Fruits 20; with Cream 30 Ice Cream Sundae 30
Fruit Jello 20; with Cream . . 30 Sweet Wafers 15
Sliced Hawaiian Pineapple . . 25 Strawberry Shortcake . . . 30
Pie (baked on car today) . . 20; with Cheese . . 25; a la mode . . 30

Cheese

Roquefort, Swiss, or Camembert Cheese, Toasted Wafers 35
American Cheese, Toasted Crackers 25

Beverages

Coffee (pot) . . 25; Iced . . 25 Milk 15
Tea, Hot or Iced . . . . . 25 Buttermilk 15
Cocoa or Chocolate . . . . . 25 Malted Milk 25
Decaffeinated Coffee 25

*Steward*_____

DINNER

Price of Entree Includes Entire Dinner

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Assorted Relishes

Choice

Fresh Vegetable Soup Consomme (Hot or Chilled)

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ENTREES

Fried Eastern Oysters, Tartare Sauce 90
Grilled Deep Sea Fish, Maitre d'Hotel 1.00
Western Pacific Special Sirloin Steak (Charcoal Broiled) 1.50
Broiled Jumbo Squab with Fried Wild Rice and Guava Jelly . . . 1.50
Tenderloin Tips of Beef with Mushrooms 1.00
Baked Rib Ends of Beef, Barbecue Sauce 90
Roast Leg of Spring Lamb, Mint Jelly 1.10

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Choice

Mashed Potatoes Potatoes au Gratin

The LETTUCE BOWL

will be served with any entree on this menu

ICEBERG HEAD LETTUCE used exclusively on Western Pacific Dining Cars

Bottle of Red or White Wine, Special Bottling for Exposition Flyer, Served with Meals, 40 cents extra

Parents may share their portions with Children without extra charge.
Children's Menus Available.
Guests will please pay on presentation of check only.
Service by waiter outside of Dining Car, 25c extra for each person served.

A Select Assortment of Cigars and Cigarettes

JOS. G. WHEELER, *General Passenger Agent, San Francisco, California*
W. K. McGILLIVRAY, *Superintendent Dining Cars and Hotels, Oakland, California*

If there is any particular dish you desire, not listed, the steward will gladly furnish, if available.
Absorption of Sales Tax not permitted under State laws.